

## ORDER



WAVY

<b>Orders</b>	<b>Order / Rev:</b>	<b>201626</b>
	Alt Order #:	06844879
	Product Desc:	10/16-10/22 PRIORITIES USA
	Estimate:	1565
	Flight Dates:	10/16/12 - 10/22/12
	Original Date / Rev:	08/27/12 / 08/27/12
	Order Type:	REG

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

<b>Agency</b>	<b>Name:</b>	<b>Mundy Katowitz Media</b>
	Buying Contact:	
	Billing Contact:	
		1322 G Street, Southeast
		Washington, DC 20003

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Priorities USA Action
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	P2
	Revenue Codes:	AGY, REG, REG

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN7584/SP7302

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	44	\$36,250.00	\$30,812.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	44	\$36,250.00	\$30,812.50	0.00
<b>Totals</b>	<b>44</b>	<b>\$36,250.00</b>	<b>\$30,812.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WAVY	33%	\$36,250.00
Market	100%	\$109,848.48

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	6%	\$6,590.91
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$25,265.15
WTVZ	4%	\$4,393.94
WVBT	8%	\$8,787.88
WVEC	26%	\$28,560.61

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/16/12	10/16/12	WAVY News @ Sunrise	CM	5a-6a	- T - - - -	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
WAVY News @ Sunrise															
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	- T - - - -		1		\$700.00		0.00					
E 2	WAVY	10/18/12	10/18/12	WAVY News @ Sunrise	CM	5a-6a	- - - T - -	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
WAVY News @ Sunrise															

Advertiser:	POL/Priorities USA Action
Product Desc:	10/16-10/22 PRIORITIES USA
Estimate:	1565

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---	1			\$700.00	0.00						
E 3	WAVY	10/19/12	10/19/12	WAVY News @ Sunrise	CM	5a-6a	----F--	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
				WAVY News @ Sunrise											
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--	1			\$700.00	0.00						
E 4	WAVY	10/22/12	10/22/12	WAVY News @ Sunrise	CM	5a-6a	M-----	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
				WAVY News @ Sunrise											
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----	1			\$700.00	0.00						
E 5	WAVY	10/17/12	10/17/12	WAVY 6AM News	CM	6a-7a	--W----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY 6AM News											
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----	1			\$2,000.00	0.00						
E 6	WAVY	10/19/12	10/19/12	WAVY 6AM News	CM	6a-7a	----F--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY 6AM News											
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--	1			\$2,000.00	0.00						
E 7	WAVY	10/18/12	10/18/12	Today Show M-F	CM	7a-9a	---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				Today Show M-F											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---	1			\$2,000.00	0.00						
E 8	WAVY	10/22/12	10/22/12	Today Show M-F	CM	7a-9a	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				Today Show M-F											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----	1			\$2,000.00	0.00						
E 9	WAVY	10/16/12	10/16/12	Today Show 2	CM	9a-10a	-T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Today Show 2											
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----	1			\$500.00	0.00						
E 10	WAVY	10/19/12	10/19/12	Today Show 2	CM	9a-10a	----F--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Today Show 2											
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--	1			\$500.00	0.00						
E 11	WAVY	10/17/12	10/17/12	Today Show 3	CM	10a-11a	--W----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				Today Show 3											
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----	1			\$400.00	0.00						
E 12	WAVY	10/18/12	10/18/12	Today Show 3	CM	10a-11a	---T---	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				Today Show 3											
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---	1			\$400.00	0.00						
E 13	WAVY	10/19/12	10/19/12	Today Show 3	CM	10a-11a	----F--	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				Today Show 3											
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--	1			\$400.00	0.00						
E 14	WAVY	10/22/12	10/22/12	Today Show 3	CM	10a-11a	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				Today Show 3											
TODAY SHOW 3															

Order / Rev: 201626  
 Alt Order #: 06844879  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: POL/Priorities USA Action  
 Product Desc: 10/16-10/22 PRIORITIES USA  
 Estimate: 1565  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	10/22/12	10/22/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$400.00		0.00			
E 15	WAVY	10/16/12	10/16/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	-T-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$200.00		0.00			
E 16	WAVY	10/18/12	10/18/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	---T---	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$200.00		0.00			
E 17	WAVY	10/22/12	10/22/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	M-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$200.00		0.00			
E 18	WAVY	10/17/12	10/17/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	--W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$300.00		0.00			
E 19	WAVY	10/19/12	10/19/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	----F--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$300.00		0.00			
E 20	WAVY	10/18/12	10/18/12	Days of Our Lives Days of Our Lives	CM	1p-2p	---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$350.00		0.00			
E 21	WAVY	10/16/12	10/16/12	M-F 2-3p The Doctors	CM	2-3p	-T-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$200.00		0.00			
E 22	WAVY	10/18/12	10/18/12	M-F 4-5p M-F 4-5p	CM	4p-5p	---T---	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$450.00		0.00			
E 23	WAVY	10/22/12	10/22/12	M-F 4-5p M-F 4-5p	CM	4p-5p	M-----	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$450.00		0.00			
E 24	WAVY	10/16/12	10/16/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	-T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,500.00		0.00			
E 25	WAVY	10/17/12	10/17/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	--W----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
530PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,500.00		0.00			
E 26	WAVY	10/19/12	10/19/12		CM	530p-6p	----F--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00

Order / Rev: 201626  
 Alt Order #: 06844879  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: POL/Priorities USA Action  
 Product Desc: 10/16-10/22 PRIORITIES USA  
 Estimate: 1565  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 @530p News 10 @530p														
530PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	----F--				1	\$1,500.00		0.00			
E 27	WAVY	10/18/12	10/18/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p ---T---	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	---T---				1	\$1,800.00		0.00			
E 28	WAVY	10/22/12	10/22/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p M-----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	M-----				1	\$1,800.00		0.00			
E 29	WAVY	10/16/12	10/16/12	M-F 7-730p M-F 7-730p	CM	7-730p -T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENTERTAINMENT TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----				1	\$1,500.00		0.00			
E 30	WAVY	10/17/12	10/17/12	M-F 730-8p M-F 730-8p	CM	730-8p --W----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
THE INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----				1	\$1,500.00		0.00			
E 31	WAVY	10/16/12	10/16/12	LN M-F M-F News 10 @11	CM	11p-1130p -T-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----				1	\$2,000.00		0.00			
E 32	WAVY	10/18/12	10/18/12	LN M-F M-F News 10 @11	CM	11p-1130p ---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	---T---				1	\$2,000.00		0.00			
E 33	WAVY	10/17/12	10/17/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a --W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----				1	\$500.00		0.00			
E 34	WAVY	10/22/12	10/22/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	M-----				1	\$500.00		0.00			
E 35	WAVY	10/16/12	10/16/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a -T-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----				1	\$150.00		0.00			
E 36	WAVY	10/19/12	10/19/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a ----F--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	----F--				1	\$150.00		0.00			
E 37	WAVY	10/17/12	10/17/12	WAVY Early Today New WAVY Early Today M-TH	CM	430-5a --W----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
EARLY TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----				1	\$200.00		0.00			
E 38	WAVY	10/16/12	10/16/12		CM	430-5a -T-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00

